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On July 3, 2003

TOWNSEND and TOWNSEND and CREW LLP

By: Juli Taylor Cough

PATENT
Attorney Docket No.: 017887-005800US



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Robert Main

Application No.: 09/778,666

Filed: February 6, 2001

For: SYSTEM AND METHOD FOR
MANAGING ADVERTISING
INVENTORY TO MAXIMIZE
ADVERTISING REVENUE

Examiner:

Art Unit: 2167

**SUPPLEMENTAL INFORMATION
DISCLOSURE STATEMENT UNDER 37
CFR §1.97 and §1.98**

Commissioner for Patents
P.O. Box 1450
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Sir:

The references cited on attached form PTO/SB/08A are being called to the attention of the Examiner. Copies of the references are enclosed. It is respectfully requested that the cited references be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "references cited" on any patent to issue therefrom.

As provided for by 37 CFR 1.97(g) and (h), no inference should be made that the information and references cited are prior art merely because they are in this statement and no

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representation is being made that a search has been conducted or that this statement encompasses all the possible relevant information.

Applicant believes that no fee is required for submission of this statement. However, if a fee is required, the Commissioner is authorized to deduct such fee from the undersigned's Deposit Account No. 20-1430. Please deduct any additional fees from, or credit any overpayment to, the above-noted Deposit Account.

Respectfully submitted,



Horace H. Ng
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PTO/SB/21 (05-03)

Approved for use through 04/30/2003. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

8/13/03

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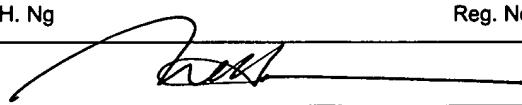
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| | | | |
|--|----------|------------------------|------------------|
| | | Application Number | 09/778,666 |
| | | Filing Date | February 6, 2001 |
| | | First Named Inventor | Main, Robert |
| | | Art Unit | 2167 |
| | | Examiner Name | |
| Total Number of Pages in This Submission | 3+1 ref. | Attorney Docket Number | 017887-005800US |

ENCLOSURES (Check all that apply)

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| SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT | | | |
|--|--|--|-----------------|
| Firm or Individual | Townsend and Townsend and Crew LLP | | Reg. No. 39,315 |
| Signature |  | | |
| Date | 7/31/03 | | |

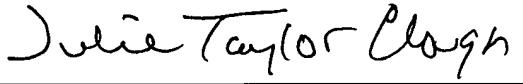
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| Typed or printed name | Julie Taylor Clough | | |
| Signature |  | Date | July 31, 2003 |

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